

Opportunity Area C: Quantifications on the Three Options

Existing	Total			Existing Use by %	
Retail	160,843			60%	
Office	105,026			40%	
Total Sqft	265,869				

Team 1 - The Aerie	Total sqft		Team Pie Chart	Applied Concept		Open Space
	Option 1	Option 2		Option 1	Option 2	51%
Retail/Neighborhood serving office	50,000	50,000	20%	10%	9%	
Entertainment/Community use	45,000	45,000	5%	9%	8%	
Office (Block between Juniper and Patrick Henry)*	67,953	0	20%	12%	0%	
Senior Housing (Block between Juniper and Patrick Henry)**	0	115,000	45%	64%	78%	
Multi-family Residential	340,000	340,000				
Townhomes	30,000	30,000		5%	5%	
Total Sqft	532,953	580,000				
A mixed-use development focused on creating a sense of place and transition between Leesburg Pike and the residential neighborhoods to the south. The concept proposes to preserve the “Birdcage/tower” portion of the existing Sears building as the most iconic piece of architecture in the Seven Corners Area. The tower would be converted to a community space or entertainment venue immediately surrounded by open space that ties the site together. The majority of density is located along Rt.7, in buildings that taper down toward the rear of the site to provide a smooth transition to the existing single family homes.						

Team 2 - The Hollows	Total sqft		Team Pie Chart	Applied Concept		Open Space
	Option 1	Option 2		Option 1	Option 2	43%
Retail/Neighborhood serving office	64,200	64,200	10%	9%	9%	
Entertainment/Community use	included in outdoor space		5-10%			
Office (Block between Juniper and Patrick Henry)*	67,953	0	10%	10%	0%	
Senior Housing (Block between Juniper and Patrick Henry)**	0	115,000	70%	59%	72%	
Multi-family Residential	380,000	380,000				
Townhomes	131,000	131,000		19%	19%	
Total Sqft	643,153	690,200				
A mixed-use development with residential above ground floor retail at either end of the site and a series of linear parks and plazas that serve to connect the public realm. Designed into the concept is substantial buffering between the new development and the existing residential neighborhood through the use of townhomes and green space.						

Team 3 - Village at Craftsman Heights	Total sqft		Team Pie Chart	Applied Concept		Open Space
	Option 1	Option 2		Option 1	Option 2	44%
Retail/Neighborhood serving office	57,500	57,500	15%	9%	9%	
Entertainment/Community use	10,000	10,000	5-10%	2%	1%	
Office (Block between Juniper and Patrick Henry)*	67,953	0	10%	10%	0%	
Senior Housing (Block between Juniper and Patrick Henry)**	0	100,000	50-60%	68%	79%	
Multi-family Residential	436,000	436,000				
Townhomes	74,500	74,500		12%	11%	
Total Sqft	645,953	678,000				
The concept began by focusing around two predominant active recreation features at either end of the site – a rec field adjacent to the school and a multi-seasonal park closest to the existing neighborhoods. A mixture or neighborhood serving retail and office are located on the lower levels of buildings along Route 7 with residential above. Buffering to the existing neighborhood is accomplished through the inclusion of townhomes and trees.						

Revised Concept - Village Name?	Total sqft		Team Pie Chart	Applied Concept		Open Space
	Option 1					
Retail	40,000			6%		
Neighborhood serving office	25,000			4%		
Entertainment/Community use	45,000			7%		
Senior Housing (Block between Juniper and Patrick Henry)	100,000			71%		
Multi-family Residential	390,000					
Townhomes	85,000					
Total Sqft	685,000					

Assumptions and Notes
1,000 SF per multi-family unit; 2,000 SF per townhome unit
Open Space % based on the total land area
Building uses % based on the total building square footage
*Allowed by-right under the existing zoning
**Under this option, should multi-family residential be specified as senior housing?